

This listing of claims will replace all prior versions and listings of claims in the Application.
Any canceled claims listed below are canceled without prejudice or disclaimer of subject matter.

LISTING OF CLAIMS:

- 1-6. Canceled.
- 7. Previously canceled.
- 8. Canceled.
- 9. Previously canceled.
- 10. Canceled.
- 11. Previously canceled.
- 12-18. Canceled.
- 19. Previously canceled.
- 20. Canceled.
- 21. Previously canceled.
- 22-24. Canceled.
- 25-27. Previously canceled.
- 28-29. Canceled.
- 31. Previously canceled.
- 32. Canceled.
- 33. Canceled.
- 34-36. Previously canceled.

37-39. Canceled.

40. Previously canceled.

41. Canceled.

42. Previously canceled.

43. Canceled.

44. Previously canceled.

45. Previously canceled.

46-48. Canceled.

49. Previously canceled.

50. Canceled.

51. Previously canceled.

52. Previously canceled.

53. Canceled.

54-57. Previously canceled.

58-59. Canceled.

60. Previously canceled.

61. Canceled.

62. Previously canceled.

63. Canceled.

64. **Previously canceled.**

65. **Canceled.**

66. **Previously canceled.**

67-68. **Canceled.**

69-71. **Previously canceled.**

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72. **(New)** A label for a display shelf of a business establishment, comprising:

information for identifying at least one product for display on the shelf,
and

one or more space indicators for the at least one product identified by the
information for indicating at least one of a corresponding area of the shelf for
arranging the product thereon and a position for the product on the shelf.

73. **(New)** The label according to claim 72, wherein the information includes at least one of a machine readable code of the at least one product, a color, a name of the at least one product, a price of the at least one product, a machine readable code corresponding with the price of the at least one product, graphics related to the at least one product, a logo, an advertisement, a machine readable code for identifying a location of the shelf in the business establishment, a coupon and a promotion.

74. **(New)** The label according to claim 73, wherein the information corresponding to the location of the shelf in the business establishment comprises at least one of store, aisle, aisle-side, bay, section, shelf and spacemap coordinate.

75. **(New)** The label according to claim 72, wherein the label includes a length substantially corresponding to a length of the shelf.

76. (New) The label according to claim 72, wherein the information identifies a plurality of products for display on the shelf, and wherein at least one space indicator is provided for each of the plurality of products.

77. (New) A label for a display shelf of a business establishment, comprising:

a length substantially corresponding to a length of the display shelf;

information for identifying each product of a plurality of products for display on the shelf, wherein the information includes at least a name of a respective product, and optionally at least one of a price, a color, and a machine readable code and graphics associated with the respective product;

one or more space indicators for each product identified by the information for indicating at least one of a corresponding area of the shelf for arranging each product on the shelf and a position for the product on the shelf.

78. (New) The label according to claim 77, wherein the information also includes at least one of, an advertisement, a coupon, and a promotion.

79. (New) A method for creating labels for display shelves of a business establishment comprising:

providing planogram information of products for display in one or more areas of a business establishment, wherein the planogram includes information identifying products for display and identifying a total length of shelf space required for displaying the products;

providing information related to a predetermined number and corresponding lengths of display shelves for the one or more areas for displaying the products identified by the planogram information;

apportioning the products identified by the planogram information to one or more of the predetermined number of shelves;

printing a label for one or more shelves of the predetermined number of shelves, wherein label information printed on each label identifies one or more products to be displayed on a respective shelf.

80. (New) The method according to claim 79, wherein the labels are printed by a printing service.
81. (New) The method according to claim 79, wherein the planogram information includes a machine readable code for each product to be displayed in the area of the business establishment.
82. (New) The method according to claim 79, wherein the label information includes at least one of a machine readable code for each product and a machine readable code for the label.
83. (New) The method according to claim 79, wherein the information printed on a respective label includes information for identifying each product for display on a respective shelf and one or more space indicators for each product for indicating at least one of a corresponding area of the shelf for arranging the respective product on the shelf and a position for the product on the shelf.
84. (New) The method according to claim 79, further comprising obtaining additional product information which may be included on the label from a database using the machine readable code.
85. (New) The method according to claim 79, wherein the information printed on each label includes control information for locating the respective shelf of the business establishment for attaching the respective label thereto.
86. (New) The method according to claim 85, wherein the control information comprises a machine readable code and/or information related to at least one of an area of the establishment, an isle of the establishment, a gondola of the establishment, a bay of the establishment and a shelf of the establishment.

87. (New) The method according to claim 84, wherein the additional information includes at least one of a price of at least one product, a color, a name of the at least one product, graphics related to the at least one product, a logo, an advertisement, a coupon and a promotion.
88. (New) The method according to claim 79, wherein the labels are printed in planogram shelf-space order.
89. (New) The method according to claim 88, wherein the order of the printed labels is selected from the group consisting of: left to right, right to left, top to bottom, bottom to top and measured increments.
90. (New) The method according to claim 79, wherein the business establishment is selected from the group consisting of: a single store, a single store of a chain of stores, multiple stores of a chain of stores.
91. (New) The method according to claim 79, wherein an area of a business establishment comprises either a portion of the business establishment or the entire business establishment.
92. (New) A method for creating labels for product shelves comprising:
- printing a label for each shelf of a predetermined number of shelves of a business establishment, wherein information printed on each label identifies one or more products to be displayed on a respective shelf and wherein labels are printed based upon a price change of a product included on a label.
93. (New) A method of stocking shelves for a business establishment comprising:
- providing each shelf with a label comprising information for identifying at least one product for display on the shelf, and one or more space indicators for the at least one product identified by the information for indicating at least one of a corresponding area of the shelf for arranging the product thereon and a position for the product on the shelf; and

stocking each self according to the information and space indicators.

94. (New) A display shelf for a business establishment, comprising:

a substantially horizontal support for displaying one or more products for sale by a business establishment;

an affixing area for affixing a label thereto; and

a label comprising:

information for identifying at least one product for display on the shelf, and

one or more space indicators for the at least one product identified by the information for indicating at least one of a corresponding area of the shelf for arranging the product thereon and a position for the product on the shelf.

95. (New) The shelf according to claim 94, wherein the information includes at least one of a machine readable code of the at least one product, a color, a name of the at least one product, a price of the at least one product, graphics related to the at least one product, a logo, an advertisement, a coupon and a promotion.
96. (New) The shelf according to claim 94, wherein the label includes a length substantially corresponding to a length of the shelf.
97. (New) The shelf according to claim 94, wherein the information identifies a plurality of products for display on the shelf, and wherein at least one space indicator is provided for each of the products.
98. (New) The shelf according to claim 94, further comprising a protective cover placed over the shelf strip.

99. (New) A graphic edge creation system for creating a shelf label for a business establishment comprising:

a database comprising planogram data for an area of a business establishment, wherein the database may include spacemap data for a product display area of the business establishment; and

a label editor for creating and/or editing one or more labels for affixing to one or more display shelves using at least one of the planogram data and spacemap data.

100. (New) The graphic edge system according to claim 99, wherein the spacemap data is contained in a second database.
101. (New) The graphic edge creation system according to claim 99, further comprising a label library.
102. (New) The graphic edge creation system according to claim 99, wherein the planogram data comprises data for tracking one or both of a location and a shelf space allocation for one or more products displayed by the business establishment.
103. (New) The graphic edge creation system according to claim 99, wherein the spacemap data includes information related to a store product floor plan.
104. (New) The graphic edge creation system according to claim 103, wherein the store product floor plan comprises an arrangement of at least one of one or more gondolas and one or more display shelves.
105. (New) The graphic edge creation system according to claim 101, wherein the label library comprises at least one of: one or more label templates, text for use on labels, graphics for use on labels and machine readable code data associated with one or more products.
106. (New) The graphics edge creation system according to claim 105, wherein the machine readable code data comprises at least one of: a first machine readable code for each

product, a second machine readable code for control information for a respective label, units and/or units of measure for each product, descriptive text for each product, a price for each product, a logo, a dimension of each product and graphics related to each product.

107. (New) The graphics edge creation system according to claim 106, wherein the dimension comprises a width of the corresponding product.
108. (New) The graphics edge creation system according to claim 99, further comprising a spaceplan editor having a graphical user interface to locate and/or view a layout of one or more sections of business establishment.
109. (New) The graphics edge creation system according to claim 99, wherein the planogram information includes coordinate information relating to coordinates for identifying a location of one or more products displayed on a shelf in the business establishment.
110. (New) The graphics edge creation system according to claim 109, wherein the coordinate system includes address data for each product comprising information corresponding to at least one of a zone, a bay, a shelf and a sequence.
111. (New) The graphics edge creation system according to claim 110, wherein zone data comprises data directed to at least one contiguous bay, freezer, aisle, or island area.
112. (New) The graphics edge creation system according to claim 110, wherein bay data comprises data directed to a horizontal dimension related to a shelf section.
113. (New) The graphics edge creation system according to claim 110, wherein the sequence data relates to data directed to an abstract horizontal dimension specifying the location of a product in a bay or on a shelf.
114. (New) The graphics edge creation system according to claim 99, further comprising a spacemap editor for interfacing the system with a space planning system to obtain spacemap data.

115. (New) The graphics edge creation system according to claim 99, further comprising a print sequencer for controlling a process for printing labels.

116. (New) The graphics edge creation system according to claim 115, wherein the print sequencer issues print request to the system by specifying products associated with respective labels for printing.

117. (New) A database for identifying and organizing products displayed by a business establishment comprising:

a first field representing data related to an arrangement of one or more display shelves of a business establishment;

a second field having information representing a horizontal dimension of a display shelf length of a corresponding display shelf;

at least one third field having information related to at least one product for display on the corresponding display shelf; and

a fourth field representing a sequence number corresponding to an abstract horizontal dimension specifying the location of the at least one product along the display shelf.

118. (New) A method for printing labels for product display shelves comprising:

issuing a print request to a print formatter for printing one or more labels for one or more display shelves of a business establishment, wherein each print request comprises at least one of a machine readable code, a label template name, a label length and an end flag;

retrieving information to include on the label using the machine readable code;

establishing a layout of the information for including on the label using the named template;

establishing a length of the label substantially corresponding to a length of a display shelf for which the label is affixed; and

printing the one or more labels.

119. (New) The method according to claim 118, wherein the print requests are issued from a workstation or a hand-held portable terminal.

120. (New) A method for reducing labor for a business establishment comprising:

providing each shelf of a plurality of sales display shelves in a business establishment with a corresponding label having a length substantially corresponding to the length of a respective shelf, wherein the label comprises information for identifying at least one product for display on the shelf and one or more space indicators for the at least one product identified by the information for indicating at least one of a corresponding area of the shelf for arranging the product thereon and a position for the product on the shelf; and

stocking the plurality of sales according to the corresponding shelf label.

121. (New) A method for allocating products to display shelves of a business establishment comprising:

providing planogram information of products for display in an area of a business establishment, wherein the planogram information includes product information identifying products for display in the business establishment and identifying a total length of shelf space available for displaying the products;

providing information related to shelves of the business establishment, the information including the corresponding lengths of the plurality of shelves for displaying products; and

allocating the products to a plurality of the shelves.

122. (New) The method according to claim 121, further comprising printing a label for at least one of the plurality of shelves using the corresponding product information of products allocated to the respective shelf.
123. (New) The method according to claim 121, further comprising providing the corresponding product information for the products allocated to the plurality of shelves via a computer network.
124. (New) The method according to claim 123, wherein the corresponding product information includes location identification information comprising a location of the respective shelf in the business establishment.
125. (New) A method for locating products for purchase in a business establishment using a computer system comprising:
- inputting a name of one or more products for purchase into the computer system;
 - identifying the location in the business establishment of the one or more products;
 - generating a report listing the location of each of the one or more products.
126. (New) A method for auditing products of display shelves of a business establishment comprising:
- providing a plurality of display shelves with a label, wherein the label includes a first machine readable code for identifying the label
 - providing a handheld scanner in communication with a database, wherein the database includes a first field containing the machine readable code for a label and a second field containing the location of that label within a business establishment;
 - scanning the first machine readable code of a first shelf label;
 - displaying, on the scanner, the information contained in the second field.

127. (New) A database having a first field containing identification information for a labels for corresponding product display shelf of a business establishment and a second field associated with the first field containing an expiration date for the label.
128. (New) The database according to claim 127, further comprising a third field associated with the first field containing a posting date for the associated label.
129. (New) The database according to claim 127, further comprising a third field associated with the first field containing advertisement information for the label.
130. (New) The database according to claim 129, further comprising a fourth field associated with the third field containing an expiration date for the advertisement.
131. (New) The database according to claim 129, further comprising a fourth field associated with the third field containing a posting date for the advertisement.
132. (New) A method for creating labels for display shelves of a business establishment comprising:

providing planogram information of products for display in one or more areas of a business establishment, wherein the planogram includes information identifying products for display and identifying a total length of shelf space required for displaying the products;

providing information related to a predetermined number and corresponding lengths of display shelves for the one or more areas for displaying the products identified by the planogram information;

apportioning the products identified by the planogram information to one or more of the predetermined number of shelves;

printing a label for one or more shelves of the predetermined number of shelves, wherein label information printed on each label identifies one or more products to be displayed on a respective shelf.